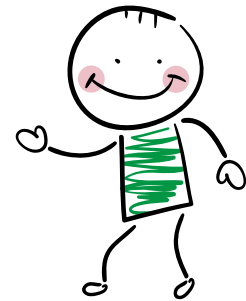


# Promo Tool Kit

## for Parishes, Schools & Groups

This Tool Kit can help you promote your **Box of Joy** project for parishes, students, parents, faculty, as well as the community. **It contains:**

- Link to downloadable/printable resources
- Link to digital resources (photos, videos, audio spots and more!)
- Cut-n-Paste Info (just fill in the blanks for newsletters, websites, etc.)
- Note to Parents/Parishioners
- Social Media posts
- Impact Story
- Media Relations tips and resources



### PRINTED and DIGITAL RESOURCES

You received many printed resources in your Project Leader's Kit including Posters, Kids Activity Page, bookmarks, stickers, etc. These resources and more are on the **RESOURCES** page.

Note: These are official program descriptions, please do not edit them.

- **Cut-N-Paste Information for:**
  - bulletins
  - newsletters
  - websites
  - blogs

### Long Version

#### About **Box of Joy**:

The *Box of Joy* ministry is an annual Christmas gift ministry organized by local Catholic schools, parishes and groups across the United States and facilitated by *Cross Catholic Outreach*. *Box of Joy* provides teachers, parish leaders and other Catholic groups a unique opportunity for students, parishioners and group members to participate in a simple and tangible service experience that has both a material and spiritual impact on the poorest of the poor in developing countries. Together, Catholics in the U.S. are able to join Our Lord Jesus Christ in acts of mercy. The outreach also provides a unique opportunity for Catholics to engage in service with others in their local communities who share the same desire to spread Christmas joy and the story of Christmas — the Good News of God's love — with children worldwide.

Learn more at [boxofjoy.org](http://boxofjoy.org)



## Short Version

### About Box of Joy:

*Box of Joy* is an annual Christmas gift ministry organized by local Catholic schools, parishes and groups across the United States and facilitated by *Cross Catholic Outreach*. By packing Boxes of Joy with toys and other gifts, participants bless children suffering from extreme poverty by sharing the joy of Christmas and planting seeds of hope.

Learn more at [boxofjoy.org](http://boxofjoy.org)

### SHORT SAMPLE TEXT

This month our \_\_\_\_\_ will be participating in the *Box of Joy* ministry, a Christmas gift outreach organized by local Catholic schools, parishes and groups nationwide. By packing Boxes of Joy with toys and other gifts, our students will bless children suffering from extreme poverty by sharing the joy of Christmas and planting seeds of hope through the Gospel. We encourage every student and family member to pack a *Box of Joy*! For more info, contact the Project Leader \_\_\_\_\_ or check out [boxofjoy.org](http://boxofjoy.org)

(parish, group, class/school)  
(NAME) at (phone +/or email)

### LONG SAMPLE TEXT

This month our \_\_\_\_\_ will be participating in *Box of Joy*, a Christmas gift ministry organized by local Catholic schools, parishes and groups nationwide. By packing Boxes of Joy with toys and other gifts, our students will bless children suffering from extreme poverty by sharing the joy of Christmas and planting seeds of hope through the Gospel. We encourage every student and every family member to pack a *Box of Joy*! If you need additional boxes, please let us know.

(parish, group, class/school)

Last year, we participated in the outreach and our students did an amazing job! They were able to bless \_\_\_\_\_ children suffering from poverty overseas!

(#)

This year, we have set a goal to bless \_\_\_\_\_ impoverished children in Latin America!

(#)

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(add details about any parish, group, class/group/grade competitions to collect the most gift boxes, etc.)

The Kickoff Celebration for our *Box of Joy* outreach will be \_\_\_\_\_

(date / time / location / etc)

Materials will be \_\_\_\_\_ on \_\_\_\_\_ and the deadline for returning your packed Boxes of Joy will be \_\_\_\_\_. Please bring your boxes to \_\_\_\_\_. Checks to cover the shipping of the gifts overseas should be made out to *Cross Catholic Outreach*, not the parish, group, or school.

(available/sent home/etc.) (date)  
(deadline) (designated location)

For more info, contact the Project Leader \_\_\_\_\_ or check out [boxofjoy.org](http://boxofjoy.org)

(NAME) at (phone +/or email)



## SAMPLE NOTE TO PARENTS

This month our class will be participating in the *Box of Joy* ministry, a Christmas gift outreach organized by local Catholic schools, parishes and groups nationwide. By packing Boxes of Joy with toys and other gifts, your child will bless a child suffering from extreme poverty by sharing the joy of Christmas and planting seeds of hope through the Gospel. We are excited to learn more about compassion and share in our Lord's mercy through this experience!

Last year, we participated in the outreach and our students did an amazing job! They were able to bless \_\_\_\_\_ children suffering from poverty overseas! (#)

This year, we have set a goal to bless \_\_\_\_\_ impoverished children in Latin America! (#)

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*(add details about any parish, group, class/group/grade competitions to collect the most gift boxes, etc.)*

Your child will bring home an empty *Box of Joy* and brochure with attached participant envelope to fill out. Understandably, there is a small cost to transport each *Box of Joy* from our community to the receiving child (*please write the \$9 check to Cross Catholic Outreach, not the school*).

Your child will choose the gender and age range of the child he/she wants to bless. Have fun on your family shopping spree to personally select the items you feel a special boy or girls would really like! See the brochure or website for details about what to pack, or not pack.

The deadline for returning your packed Boxes of Joy will be \_\_\_\_\_. We encourage every parishioner, student and every family member to pack a *Box of Joy*! If you need additional boxes, please let us know. For more info, contact me or check out [boxofjoy.org](http://boxofjoy.org)

Thank you!

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*(Project leaders name)*



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FOR CHILDREN WHO WISH  
FOR **JUST ONE GIFT**

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## SOCIAL MEDIA POSTS

Official Hashtags: **#BoxOfJoy** and **#TeamJoy**

*For Students/Parishioners*

I just packed a **#BoxOfJoy** for a needy child! Join XXXX School in spreading Christmas joy to impoverished kids around the world. ([boxofjoy.org](http://boxofjoy.org))

*For Team Joy Members (Volunteers)*

Feeling the Joy! Join me and **#TeamJoy**, by helping kids experience the spirit and message of Christmas with **#BoxOfJoy** ([CrossCatholic.Org/teamjoy](http://CrossCatholic.Org/teamjoy))

*For Team Joy Members (Volunteers)*

Join XXXX School in spreading Christmas joy to impoverished kids around the world. Pack a **#BoxOfJoy** for a needy child! ([boxofjoy.org](http://boxofjoy.org))

## SOCIAL MEDIA MEMES

Share these inspiring memes via your social media. Just download to your computer and then upload the image into your social media, along with any personal comments. Memes are a great way to spread the joy!

**Click here to Download**





## IMPACT STORY — Anita

Ten-year-old Anita, her mother Hellin and four older siblings live in the Nicaraguan community of Dalia. Anita's father abandoned the family several years ago, so her mother takes on the hard work of a farm laborer to care for her children. It's a struggle for her to make ends meet, particularly because Anita suffers from various health issues. The family can barely afford basic necessities, much less Christmas gifts. But in the midst of these daily hardships, something wonderful happened. Box of Joy interrupted the painful pattern of poverty with a delightful surprise — something Anita never expected and will always remember! "I can't believe it!" she exclaimed. "I feel very happy. Nobody has ever given me so many things!"



## MEDIA RELATIONS (a.k.a. PR/Public Relations)

You can help turn up the volume on news about *Box of Joy* by spreading the word to your local media. News reports spark the interest of new participants and volunteers, which means more children's lives will be changed through hope, joy and The Gospel! Media Relations is not rocket science — it's easy when you know **who** to call, **what** to say, and **how** to follow up.

The Box of Joy online Press Room has some great resources you can access directly **ARTWORK/SHAREABLES**



## PRESS ROOM

We make it easy and fun with a Media Kit that includes:

- **Online Press Room** with great resources like audio & video spots, photos, artwork and press materials.

